



JENNIFER M. GRANHOLM
GOVERNOR

ROBERT MORRIS
CHAIR

STATE OF MICHIGAN
GOVERNOR'S TRAFFIC SAFETY
ADVISORY COMMISSION
LANSING

(Approved)
Minutes of the Meeting held August 24, 2007
8:30 – 11:30 a.m.
4000 Collins Road, Lansing, Michigan

MEMBERS PRESENT

Robert Morris, Chair
Michael Prince
Anne Corgan
Capt. Robert Powers
Chief David Stamm
John Friend
Dwight Sinila
Pamela Hall
Linda Scarpetta
Steven Puuri
Sheriff Al Byam

REPRESENTING

Office of the Governor
Office of Highway Safety Planning (OHSP)
Department of State (MDOS)
Department of State Police (MSP)
Local Representative
Department of Transportation (MDOT)
Department of Education (MDOE)
Office of Services to the Aging (OSA)
Department of Community Health (MDCH)
Local Representative
Local Representative

STAFF

Deb Sonnenberg

MEMBERS EXCUSED

All present

GUESTS

Gary Bubar
Mouhamad Naboulsi
Peter Broderick
Sandy Liddle
Homer Smith
Michael Irwin
Betty Mercer
Jack Benac
Carol Reagan
Bob Felt
Deirdre Thompson
Paul Steinman
Eric Shaw
Fred Bueter
Nguyen Nguyen
Diane Sherman
Debbie Savage
Patricia Carrow
Kathy Farnum
Pietro Semifero

REPRESENTING

AAA Michigan
Applied Computer Technology
Michigan Licensed Beverage Association
Office of Financial & Insurance Services
MADD
Michigan Center for Truck Safety
MCG-LLC
MDIT
MDOS
MDOT Office of Communications
MDOT
MDOT
MDOT
MDOT
MDOS
MDOT
MSP-CJIC
OHSP
OHSP
OHSP
OHSP

Robert Morris, Governor's Office • Michael Prince, Office of Highway Safety Planning • Linda Scarpetta, Community Health
Dwight Sinila, Education • Anne Corgan, State • Capt. Robert Powers, State Police • John C. Friend, Transportation •
Pamela Hall, Office of Services to the Aging • Sheriff Allen Byam, Local Representative
Steven Puuri, Local Representative • Chief David Stamm, Local Representative

Chair Robert Morris called the meeting to order at 8:40 a.m. A Roll Call of the GTSAC members was taken establishing a quorum was present.

Public Comment/Announcement Items

Mouhamad Naboulsi addressed the Commission explaining new accidents with financial and personal penalty for individuals, governments, and businesses.

GTSAC Meeting Minutes

Chair Morris entertained a motion for approval of the minutes of the GTSAC meeting of June 22, 2007. Moved by Captain Powers and supported by Anne Corgan. Motion Carried.

Chair's Report/Update – Robert Morris

Mr. Morris commented on the GTSAC Action Team Chair meeting he attended recently. As a result of that meeting there will be some changes/adjustments to fine tune the processes to encourage more input from the stakeholders in the Commission initiatives. Everyone at the meeting agreed the 2-year-old Strategic Highway Safety Plan was in need of revision/updating. This will be one of the GTSAC's objectives for 2008. Mr. Morris encouraged everyone to consider and recommend other elements, categories, focal areas, that should be added to the plan, i.e., EMS.

GTSAC Commissioner Updates

➤ Department of Transportation (MDOT) – John Friend

Mr. Friend reported that the Minnesota Bridge collapse has generated much interest in the bridge population in the state and asks that everyone in attendance help spread the word of MDOT's efforts to ensure they are safe. There are only four bridges in the state system that have any remote design characteristics similar to the 35-W in Minnesota. MDOT has inspected those four bridges in detail and is very confident they are safe and secure. Also inspected were the few local bridges having some similar design characteristics to the 35-W. The major Michigan bridges, Mackinac, Blue Water, and International, are inspected annually while others are on a two, three, or four year rotation schedule. MDOT is confident Michigan's bridges are safe. Anyone interested to review bridge statistics may do so via the MDOT web site.

In response to a question regarding the inspection requirements of the privately-owned Ambassador Bridge, Mr. Friend stated the bridge owners follow the same federal safety inspection standards as other bridges, and that the owners have worked cooperatively with MDOT by allowing them to view their inspection reports.

Mr. Friend also stated that the Minnesota bridge incident has prompted MDOT and other agencies to review alternate travel route plans should a similar incident occur on a major bridge here in Michigan in order to maintain commercial activity and trade.

Mr. Friend reported that new national safety messages will be issued out this winter centered on the old "Don't Crowd the Plow" message. Another coalition is developing the safety message "Ice and Snow Take it Slow. Both messages will be circulated in the fall and winter months in hopes of reinvigorating the winter safety campaign.

➤ Department of State (DOS) – Anne Corgan

Ms. Corgan announced the new statewide driver education curriculum will be rolled out next week to all driver education schools. DOS will provide instruction to the schools and instructors on how to administer the new program.

Several tragic motorcycle accident deaths occurring this past summer speaks to need to promote and find strategies to educate people before riding bikes. Ms. Corgan reported that since DOS took over the motorcycle training program in 2004, the number of motorcycle training providers has increased from 19 to 30 and 260 certified rider coaches. Funding from OHSP provided for professional development training to the rider coaches across the state this summer. DOS is continuing its efforts to get the word out that an endorsement is needed on a license to ride a bike.

➤ **Office of Services to the Aging (OSA) – Pamela Hall**

Ms. Hall discussed a national web site, aimed at seniors to help them live more independently in their community that addresses senior transportation issues. The web site is: www.seniontransporton.net.

OSA is conferring with AARP about their “We Need to Talk” program in comparison to OSA’s “You Decide” program. The AARP program focuses on issues of the relatives and family members of the senior and utilizes volunteers to conduct training. The You Decide program focuses on the senior and is supported by OSA. Both programs present options to reduce senior driving and to drive more responsible. OSA is looking to AARP for options to make the OSA program a volunteer supported program.

Ms. Hall spoke of the need for educational training for enforcement officers to better equip them during a traffic stop to identify and assist persons with medical conditions & medications vs. impaired driving. Ms. Hall hopes to have an outline of the program ready to share at the October GTSAC meeting and eventually roll out to the entire state. Sheriff Byam stated the Calhoun County Parkinson’s support group is strongly interested in this effort and will be excited to view the material.

➤ **Department of Community Health (MDCH) - Ms. Linda Scarpetta**

A new child passenger safety seat curriculum was rolled out from NHTSA earlier this year. MDCH conducted instructor training throughout the state based on the new curriculum. Seven of the four-day certification courses were conducted this summer along with CPS training for school buses and an EMS class. MDCH surveyed the technicians ahead of time to identify and target outreach efforts in the state. MDCH staff continues working with hospitals to assist in developing discharge policies relating to child passenger seats.

There are currently legislative bills pending regarding booster seats that have passed the House Transportation Committee and the full House. Next step is to establish a hearing with the Senate Transportation Committee. MDCH is in the final year of a five-year grant from the CDC to promote booster seats. Four years ago UMTRI conducted a statewide observation survey to determine the booster seat use rate in Michigan. The use rate reported was 8.6 percent. A follow-up survey is currently underway and the results will be reported at the October GTSAC meeting. NHTSA recently released the results of a national survey reporting a 41 percent use rate. Note: Michigan does not have a booster seat law so the results of this summer’s survey are highly anticipated.

MDCH has coordinated the airing of a 60-second booster seat PSA, in both English and Spanish, the week of September 10-16. The 965 radio spots will target the cities of Traverse City, Saginaw, Grand Rapids, Muskegon, St. Clair, and Flint.

Bike helmets are scheduled to be distributed at a variety of community events throughout the state.

➤ **Department of Education (MDOE) – Dwight Sinila**

Mr. Sinila reported on a number of continuing MDE initiatives. MDE is responsible to improve the bus driver and supervisor training curriculum. To be released later this year for training agencies to use is the portion concerning transportation issues of special education students. The MDE is also placing this information on their web site in addition to various best practices for transportation personnel, i.e., cell phone use and idling policies, etc. Continuing work is being done on the bus driver medical examination procedures. Work continues on the state-wide database of bus drivers to enable tracking the training of bus drivers upon transferring.

➤ **Local Representation – Chief David Stamm (MACP)**

Troy and Auburn Hills Police departments will be implementing the quick clearance program this fall. They are also reviewing the Roll Call video to educate their officers and those of other agencies in hopes of expanding the program statewide.

The Drug Recognition program, sponsored by the International Association of Chiefs of Police (IACP), is underway training officers and others to recognize drivers under the influence of legal and illegal drugs. Currently, 39 states have initiated this program.

➤ **Local Representation – Sheriff Al Byam (MSA)**

Chair Robert Morris acknowledged and congratulated Sheriff Byam on his reappointment to the Commission by Governor Granholm.

Sheriff Byam stated that Western Michigan has experienced a high number of young driver fatalities. In response to this, Channel 8 television in Grand Rapids aired a two-part in-depth investigative series entitled "Drive to Live," that Sheriff Byam expressed was very well-done by the reporters. As a result of the television series, the Stopped program has seen an increase in the number of vehicles being registered and that 62 counties are now signed onto program. Thanks to OHSP and AAA, the Stopped program is becoming well-recognized and efforts to extend the program to more agencies continue.

➤ **Local Representation – Steven Puuri**

In response to discussion at the last meeting concerning roundabouts, Mr. Puuri reported that his agency and MDOT have been working on cooperative roundabout projects at the end of freeway ramps on M-14 & Maple Roads, and at Ann Arbor Public Schools. The Washtenaw County Road Commission has developed two brochures. One brochure, All About Roundabouts, was written for other road commissions to assist in addressing the whys and benefits of roundabouts to their local agencies. The second one was developed to assist drivers in maneuvering roundabouts. A web site has also been developed to provide roundabout information.

This time of year road commissions are focused on construction projects. The development of new programs and traffic safety will again be forefront once the winter months are here.

➤ **Department of State Police (MSP) – Capt. Robert Powers**

Captain Powers provided a photo copy of the billboard "Seat Belts and Designated Drivers Save Lives," which is a part of the "Responsibility Matters" campaign partnership between MSP and Anheuser Bush, Inc., to promote both safety belt use and responsible drinking. It is planned to erect 144 billboards around the state. Michigan is the third or fourth state to partner with Anheuser Bush in this initiative. A press conference open to the public is scheduled for Thursday, August 30 at 10:30 a.m. at the MSP Training Academy to unveil the campaign and to kick-off Operation Care for Labor Day weekend.

Michigan recently embarked upon an initiative to register all intrastate motor carriers with USDOT numbers to better collect safety data. A federal USDOT registration system for interstate carriers has been in place for several years. Captain Powers stated that intrastate carriers are over-represented in crashes in Michigan. About 60 percent of all crashes involving a truck in Michigan include an intrastate motor carrier. These numbers are reversed in other states. Captain Powers explained the theory behind this is the fact that Michigan is not a pass-through state; therefore, Michigan has a higher concentration of intrastate carriers. A 1992 law required that intrastate carriers obtain a USDOT number but that law has never been enforced due to the lack of funding to administer the program. The MSP Traffic Safety Division received a federal grant in 2006, in addition to a special grant from the Michigan Truck Safety Commission, to enable the MSP to actively educate people in this requirement, assist them in getting the numbers, and to begin to build the database to gather important safety data on intrastate carriers to enable MSP to make an impact on the truck crash problem in the long run. MSP has had an enforcement moratorium in place; however, beginning January 1, 2008, citations will be issued. Note: Numerous other agencies did not enact an enforcement moratorium and have thus been issuing citations all along.

➤ **Office of Highway Safety Planning (OHSP) – Michael Prince**

Drunk Driving Campaign - Michigan is in the middle of a national drunk driving crackdown. OHSP coordinates the campaign for the state of Michigan. NHTSA has developed a new tag-line "Drunk Driving. Over the Limit. Under Arrest." August 17 through September 3 officers from over 500 agencies throughout Michigan have agreed to participate in the campaign.

Another component happening this year, which was piloted last year, is at least 45 agencies in 28 counties will be conducting warrant sweeps for individuals wanted for previous alcohol-related charges. The target group continues to be the 21-34 year old male. Several print materials have been developed for the campaign along with a new television spot. The television spot features a blender to show that drinking and driving don't mix. The new ad will run Wednesday through Sunday for three weeks

on television and cable stations in the Detroit, Flint and Grand Rapids media markets. These areas comprise about 40 percent of the state's alcohol-related fatalities. Banner ads also will appear on ESPN.com, NASCAR.com, Sports Illustrated web site, and SI.com. New radio spots were also created and will be played across the state.

Michigan State Fair - OHSP is once again at the State Fair promoting the use of safety belts and child passenger safety seats. Fair-goers can get their picture taken in a cut-out of a farm couple wearing a safety belt which is then put in a souvenir cardboard frame with a safety belt message. In addition, free raffles are held daily for a child passenger safety seat.

Traffic Crash Facts - UMTRI/OHSP has won a national award from the Association of Transportation Safety Information for the best web site in 2007. UMTRI/OHSP also won this award in 2005. Mr. Prince commended the efforts of Steve Schreier and the staff of U of M in developing the web site and making it accessible so law enforcement engineers can conduct queries of crash data and specifically look at their city, county, or municipality and identify high-crash locations.

One new feature soon to be available from the web site is a mapping tool for use with the traffic crash facts. A notice will be put out on the listserv when it is available.

Intersection Enforcement Week took place July 22-28. This is a new emphasis area for OHSP because of the number of crashes, fatalities, and injuries that occur at intersections. Officers in 27 counties across the state were out all week patrolling high-crash intersections in their communities. With all but three agencies reporting, there were 3,213 vehicles stopped during the week resulting in 1,624 red-light running and 91 illegal turn violations cited, 652 safety belt/child passenger safety violations, 6 alcohol arrests, and 74 people arrested for driving on suspended licenses. There were also 81 misdemeanor and 3 felony arrests made.

2008 Traffic Safety Summit - Dates for the 2008 Traffic Safety Summit are March 11-13, 2008, at the Kellogg Center in East Lansing. OHSP is interested in receiving ideas for Summit workshop and general sessions. Please submit them to Anne Readett at OHSP by the end of August.

Reminder to sign up for the Drowsy Driving Symposium scheduled to take place on September 20 at the Steelcase University Learning Center in Grand Rapids. The registration fee for this day-long meeting is \$50. The registration form can be found on OHSP's web site.

The 4th annual Drive Safely To Wayne State University campaign will take place October 1-2, 2007, on the WSU campus. Opening ceremonies kicking off the event will take place at 1 p.m. on October 1. Confirmed speakers include Secretary of State Land and MSP's Col. Peter Munoz.

Legislative Report – Sgt. Matt Bolger (Absent)

A Legislative Summary Report of the most current legislation concerning traffic safety was distributed for review in Sergeant Bolger's absence.

Mr. Homer Smith reported on the MADD supported drunk driving legislation stating it is now a three-bill package. MADD anticipates the package to pass through the House by end of summer, and then on to the Senate.

See report by Ms. Linda Scarpetta concerning the booster seat legislation pending.

Action Team Reports

➤ Senior Mobility – Patricia Carrow - OHSP

The Senior Mobility workgroup continues to meet regularly. Their next meeting is Wednesday, October 10 at 1:30 p.m., in the OHSP conference room.

Workgroup members have been making presentations to promote the workgroup and its activities. One such presentation was to AARP to encourage their involvement in the group. Recent new partners include

representatives from the University of Michigan's Transportation Research Group, Central Michigan University's Center for Driving Education and Research to improve older driver safety and address drivers with attention disorders, and pending membership are representatives from Lawrence Technology University who are doing grant work in the area of housing and land use.

In future meetings they will be revisiting the action plan to update accomplishments to ensure they are still focused on near-term activities.

As workgroup members have been making presentations to numerous groups outlining accomplishments and services that are available to seniors, it has been interesting to see how little the public seems to be aware of them. The Senior Mobility workgroup will be working on developing methods to get this information to the public and specifically to seniors.

➤ **Work Zone Safety – Brian Zimmerman & Eric Shaw - MDOT**

Education Implementation - MDOT continues to develop an interactive work zone training package that can be used in drivers training classes to provide work-zone specific information to young drivers. The training program will be Michigan specific. Once the training package is complete it will be placed on the web site for access. Web-site placement is important to enable the information to be maintained to meet new rules and regulations. A sample system has been developed for comment and has been reviewed for concept by MDOT and OHSP staff.

Annual training sessions with MDOT and industry staff were conducted during the winter of 2006-2007. Effective training programs, such as tool box talks, where staff can do some non hands-on training, are being discussed as required training before work on roadways would be allowed.

Engineering Implementation - Speed studies are being conducted again during the 2007 season to monitor the application of Where Workers Present signing.

Pilot projects are in place to improve mobility and reduce crashes. These projects are using a split/merge initiative where one lane of traffic is moved to the opposing travel path, separated by barrier wall, while leaving one lane next to construction. Drivers who have used the concept commented that the first time they used it, they were confused, but after the first trip, it was easy to understand and made travel better.

Public Information Implementation - In May, MDOT, industry and members of the Give 'Em a Brake coalition held the annual Work Zone kick-off campaign on the capitol steps to emphasize work zone safety. In 2008, this kick-off will be held in conjunction with the national campaign. Holding the kick-off earlier in the season will help promote work zone safety early before the season is fully underway.

Continued public information sessions are being used to remind motorists on a daily basis where construction is and what the delays are. Also, a new video was developed for use in rest areas using construction staff to remind motorists to pay attention when driving through work zones.

Summary Goal - The use of Where Workers Present signing is in place for the second season on state trunk line routes. It is believed that the use of this sign and continued use of public information resulted in work zone crashes reduced by 20 percent from 2005 to 2006. While this number meets the proposed reductions originally set as a goal, the action groups that are used to accomplish this goal are committed to maintain the 20 percent reduction achieved in 2006, and further reduce crashes in work zones based on new strategies being developed to not only reduce work zone crashes, but move traffic through the work zone.

➤ **Traffic Records – Diane Sherman – MSP/CJIC**

The TRCC workgroup's efforts in the last few months have been to bring/link systems together. Funding efforts have been issued for the State Court Administrative Office's Judicial Data Warehouse Center. This system will eventually receive data on every court case from around the state, thereby, providing easier analysis of the records. The collection of disposition data is almost complete with only 12 counties to go. The next phase will address compiling sentencing data.

TRCC contributes funding for the DOS BAM (Business Application Module), to revamp their entire system working towards the end-to-end collection of data from the time the accident or traffic ticket occurs to getting the information on the driver's records, and then the court information.

Community Health Data – Work on the electronic collection of EMS and trauma data has been slow, however, TRCC issued DCH a grant and they are now putting together a system. The project has been Let out for bid. It is anticipated to have a quick turn around (6 months or so) since there are already vendors that have systems in place.

Crash Sanitization Project – With all of the talk of identity theft, determining what records are provided electronically to requesters was scrutinized by the workgroup since the majority of users only need the statistics on the accident. To this end, the TRCC workgroup determines what personal information would be eliminated from the data release thus creating a “sanitized version.”

Crash Data Users Group – This group meets frequently to develop means to increase the quality of the electronic crash data received before it gets into the system. Looking for different vendors with different electronic and communication systems to pilot test

A full TRCC meeting is scheduled for September 17 at 1:30 p.m. in the General Office Building conference room and everyone is welcome to attend to see what it's all about.

GTSAC Action Team Chair Meeting – Ms. Kathy Farnum – OHSP

A meeting was held of all Action Team chairs on August 6, 2007, to review the operations of the teams and their effectiveness. Several topics were discussed at the meeting. Highlights of the meeting include:

- Membership - Action teams have the flexibility to add people, meet with whom they need to, and form ad hoc committees to implement their action plans. Their role is to keep the Commission informed on how they are progressing.
- Overlap of emphasis areas – Teams are free to have combined meetings in this case
- Data, and the ability to analyze the data to get location specific information arranged by emphasis area to enable activities to be tailored to counties need - OHSP staff is working on expanding the tools available on the Michigan Traffic Crash Facts web site to provide the action teams with the data analysis that they need. Teams are to review the data and determine where their team is with respect to the goals and see if there is a need to change or revise the current list of emphasis areas. A team chair meeting will be planned for early next spring when the 2007 data has been finalized to determine what revisions are necessary for Strategic Highway Safety Plan (SHSP).
- Using the Action Team web site more effectively – Ms. Farnum is working with OHSP's Communications Section to expand the Action Team area of the web site to enable the sharing of best practices, meeting information, and minutes to provide resources for the action teams and to share action plan updates.
- Action Team chairs will be providing updates to the Commission on their action plan progress and also provide a written copy for posting to the web.
- Peer Assessment - Each month, one action plan will be assessed by the other Action Teams with the responses provided to the chair of the team implementing that action plan. Using this method, each action team will be provided feedback on strengths, improvement, and insight on the plan.
- It was agreed to hold an annual meeting of the team chairs to discuss issues and the implementation of the Action Team plans.

Mike Prince conveyed a suggestion that was made that the Commission should select a few emphasis areas to focus on. For the most part all 12 emphasis areas seem to get the same level of attention from the Commission. The question raised was if the Commission should be looking at these emphasis areas and perhaps choosing a few based on crash data factors to elevate to a higher level of visibility within the Commission. Mr. Morris stated that there is no one more important area because they all contribute. There is a challenge with addressing certain focus areas and Mr. Morris stated a way can be figured out appropriately.

State Highway Safety Plan (SHSP) Implementation – Mr. Steven Puuri – Local Representative

Mr. Puuri represents the County Road Association of Michigan (CRAM) which represents approximately 90,000 miles of roughly 120,000 miles in Michigan. There are 83 counties that manage that system, they all do the same things, but they all do it differently. Mr. Puuri has recommended to the director of CRAM that their association get involved in the GTSAC and utilize the Strategic Highway Safety Plan.

Mr. Puuri provided an overview of how the county road commissions utilize the SHSP and Action Team plans in their overall planning and decision making process. A copy of the presentation may be obtained by contacting the OSHP office at 517-5301.

Booster Seat Demonstration – Jeff Spitzley – Department of Community Health - Michigan Safe Kids

Mr. Spitzley provided a very enlightening demonstration on how a booster seat works to prevent injuries to children in motor vehicle crashes and also how a booster seat positions the vehicle's seat belt properly for children ages 4-8 years old.

Other Business

None

Meeting Adjourned at 10:54 a.m.

2007 Meeting Schedule

All meetings begin at 8:30 a.m. in the Collins Centre Presentation room unless stated otherwise.

October 26, 2007

December 14, 2007